LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 170 (HECKEL)—Req. No. 11763—1 page—(4½ x 6¾ inches)—4/c—TV Guide, 1975 (A)
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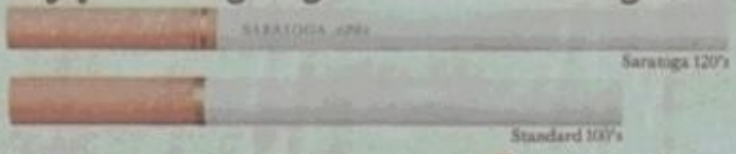
New from Philip Morris.

Saratoga 120's.

Enjoy smoking longer without smoking more.



That's the Saratoga idea.

More puffs than 100's. Longer and slimmer than 100's for extra smoking time and pleasure, without smoking more cigarettes.

Priced no more than 100's. Look for them in the new 120 mm crush-proof box.

Menthol and Regular.

16 mg."tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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